



## THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Samra et al. :  
Serial No.: 09/474,588 : Art Unit: 3621  
Filed: December 29, 1999 : Examiner: James A. Reagan  
For: METHODS AND SYSTEMS :  
FOR CREATING MODELS FOR :  
MARKETING CAMPAIGNS :

**AMENDMENT**

Mail Stop Amendment  
Hon. Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

In response to the Office Action dated July 8, 2004, Applicants respectfully request consideration and entry of the following amendment.